



# Accelerating the Pace of Environmental Progress



# Year in Review

WasteWise is celebrating its 15th year as the U.S. Environmental Protection Agency's (EPA) flagship partnership program to reduce municipal solid waste (MSW) generated by businesses, organizations, and communities. The program has grown to include more than 2,100 partners and endorsers from every state, representing nearly 50 industry sectors. The environmental success of the partners' efforts is tangible - 12.5 million tons of waste were reduced in 2007. This is equivalent to the annual GHG emissions from the energy used in more than 26 million households.\*

Since 1994, WasteWise has been at the forefront of EPA's efforts to achieve environmental results through partnership programs. To date, WasteWise partners have reported preventing and recycling 150 million tons of waste. The achievements of WasteWise partners in the areas of waste prevention and recycling, and the manufacturing and purchasing of recycled-content products reduces partners' energy use and GHG emissions. To encourage continued success among partners, WasteWise is developing more tools to help partners reduce, reuse, and recycle.

\* This figure represents the total amount of waste prevented and recycled by those WasteWise partners who submitted annual reports to EPA for 2007. EPA is not claiming that all the waste prevented and recycled by WasteWise partners is attributable to the WasteWise program.

## WasteWise Tools and Resources Highlights

### Waste Reduction Marketing Toolkit

EPA is developing a toolkit to help organizations and businesses improve their waste reduction performance. The toolkit will include general and industry-specific resources related to each of the partnerships available through EPA's Office of Resource Conservation and Recovery (ORCR). The toolkit provides easy access to EPA tools and information to help current and prospective members understand the various ORCR programs, their benefits, and how they can help organizations and businesses manage their wastes more efficiently. The sector-specific format enables organizations to apply lessons learned directly to their operations. WasteWise members will be able to view and download the toolkit information online.

### Making the Connection Between Climate and Waste

Every stage of a product's life cycle—raw material extraction, manufacturing, distribution, use, and disposal—has the potential to contribute to climate change. Raw materials extraction and transportation uses equipment and vehicles that release carbon dioxide (CO<sub>2</sub>). Product manufacturing releases GHGs directly from manufacturing processes and indirectly from fuel consumption at power plants that supply the electricity necessary for manufacturing. Shipping intermediate and final products uses energy and emits GHGs as well. If the product itself uses energy, it emits or contributes to GHG emissions throughout its useful life. Finally, at the end of their useful lives,



discarded products that end up in landfills may release methane, a potent GHG, as they decompose.

Waste prevention and recycling—together referred to as waste reduction—reduce impacts at the materials extraction, processing, and disposal stages of the product lifecycle, offering significant energy savings and GHG reductions. In 2007, America recycled approximately 85 million tons of MSW. This provides an annual benefit of 193 million metric tons of carbon dioxide equivalent emissions avoided, comparable to removing the emissions from 35 million passenger cars. To translate these benefits in terms of energy conservation, MSW recycling in 2007 equaled 1.3 quadrillion BTU or about 13% of U.S. residential energy consumption for the same period. The ultimate benefits from recycling also include cleaner land, air, and water, and a more sustainable economy.

WasteWise has evolved since the program was launched in 1994, with a current emphasis on the connection between solid waste and GHG emissions. Through the WasteWise Climate Campaign, EPA helps WasteWise members understand that waste reduction efforts reduce their organizations' impact on global climate change. By working with EPA's WasteWise team, members recognize the connection between waste management, energy use, and GHG emissions and take proactive steps to reduce their carbon footprints.

## The WARM Calculator, GHG Equivalencies Calculator, and ReCon Tool

To help partners quantify climate benefits from waste reduction efforts, EPA provides technical assistance and tools that convert and translate waste prevention and recycling data into GHG reductions and energy savings. Using some of EPA's most popular tools, the Waste Reduction Model (WARM) calculator, the GHG Equivalencies Calculator, and the Recycled Content (ReCon) Tool, partners can quantify their GHG reductions.

WARM uses a life-cycle approach to translate waste prevention and recycling data reported by partners into GHG emissions reductions. The Equivalencies Calculator is then used to convert the GHG emissions reductions (from the WARM model) into easy to understand equivalencies, such as annual GHG emissions from household energy use. Using the waste prevention and recycling GHG reductions calculated by WARM and the Equivalencies Calculator, EPA generates an individualized Climate Profile for each reporting partner. WasteWise partners use this information to quantify their reductions in GHG emissions and corresponding climate benefits. The results are used to educate employees, management, and the public on the positive climate impacts of their WasteWise efforts. A sample climate profile is shown on the next page.





EPA developed the ReCon Tool to estimate the life-cycle GHG emissions and energy impacts of an organization's purchasing decisions. To use ReCon, an organization enters a baseline scenario describing its current purchasing practices: the weight and percent recycled content associated with each material procured (e.g., office paper, aluminum cans, plastics). The organization then inputs an alternative purchasing scenario, for example, buying office paper with 45 percent recycled content instead of 30 percent. ReCon compares the GHG emissions and energy use associated with each scenario. [www.epa.gov/epawaste/nonhaz/municipal/pubs/msw07-fs.pdf](http://www.epa.gov/epawaste/nonhaz/municipal/pubs/msw07-fs.pdf).

WARM, the GHG Equivalencies calculator, and ReCon are available on the WasteWise Web site, [www.epa.gov/wastewise](http://www.epa.gov/wastewise), under "Partner Support."

With enthusiasm and dedication, WasteWise partners and endorsers are focusing the global spotlight on climate change and reinvigorating the nation's commitment to waste reduction.



## Sample Climate Profile

## WasteWise Partner: Making a Difference

## 2007 Waste Reduction Achievements

Waste Management Activity	GHG Emission Reductions (MTCE)
Waste Prevention	1,053.34
Recycling	2,729.90
<b>TOTAL</b>	<b>3,783.24</b>

These are equivalent to:



The annual GHG emissions from this many passenger vehicles

707  
1,833  
2,541



This many acres of standing forest (based on CO<sub>2</sub> sequestration per tree)

27  
70  
97



The annual emissions from the energy consumption of this many households (based on annual emissions per household)

341  
883  
1,224



This many gallons of gasoline (based on CO<sub>2</sub> emissions per gallon)

438,394  
1,136,167  
1,574,561



This number of propane cylinders used for home barbeques (based on CO2 emissions per pound of propane)

160,927  
417,068  
577,995



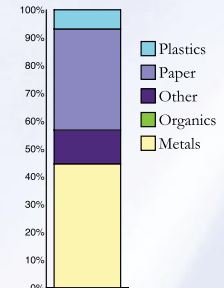
Tons of waste recycled instead of landfilled (based on CO2E emissions per ton of waste landfilled)

1,332  
3,452  
4,783

■ – Waste Prevention   ■ – Recycling   ■ – Total

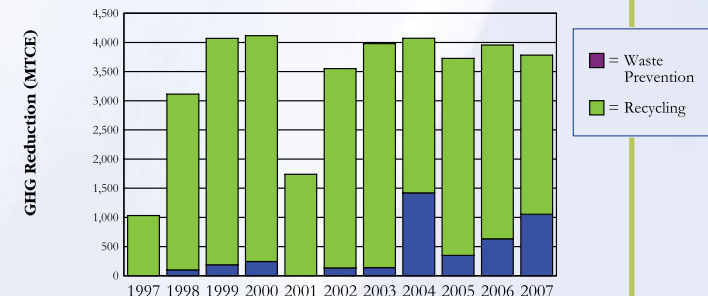
## 2007 GHG Emission Reductions by Commodity

Commodity	Amount of Waste Prevented and Recycled (pounds)	GHG Reductions (MTCE)
Other	1,593,391	461.14
Metals	4,766,217	1,685.53
Plastics	1,230,021	261.02
Paper	3,364,813	1,375.55
Organics	0	0.00
<b>TOTAL</b>	10,954,442	3,783.24



## 2004 - 2007 GHG Emission Reduction Progress

	2004	2005	2006	2007
Activity	GHG Reductions (MTCE)			
Waste Prevention	1,420.16	348.69	633.53	1,053.34
Recycling	2,652.44	3,377.72	3,322.34	2,729.90
Total	4,072.60	3,726.42	3,955.87	3,783.24



- 1 These six scenarios enable organizations to translate GHG emission reductions into equivalencies, making it easier to communicate the impact waste management has on climate change. Each scenario should be considered individually as a representation of the total GHG emissions reductions from all reported waste management activities.
- 2 MTCE = metric tons of carbon equivalent. These figures represent GHG emission reductions resulting from the reported waste reduction and recycling activities.
- 3 Reductions in metals, plastics, paper, and organics are broken down here; reductions from the remaining materials recognized by WARM are represented in the “other” commodity category.
- 4 The table and graph present the impact of the organization’s waste prevention and recycling activities over time. Although the table shows activities from the last four years, the graph represents all years that the organization has reported annual data to the WasteWise program.
- 5 Each equivalency scenario is broken down into the GHG reductions attributable to waste prevention (purple), recycling (blue), and waste prevention and recycling combined (black).

“I really appreciate this and will be using the Climate Profile extensively in promotions at Genzyme Corporation to encourage more waste reduction... [Our] plan is now to use the facts from the Climate Profile to let our employees know exactly how they have made a significant difference and reduced Genzyme Corporation’s impact on the environment. I am sure this positive feedback will foster greater recycling.”

Mariah Titlow, Environmental Program Coordinator  
Genzyme Corporation – Massachusetts

## Introducing: The Residential Recycling Program Calculator

With tightening program budgets, municipal recycling managers face the challenge of maintaining, or even expanding programs, with fewer resources. To help local governments analyze their current recycling program costs and test the effect of changing program characteristics on the overall bottom line, EPA developed the Residential Recycling Program Calculator.

The calculator can help answer the following types of questions:

- **What is the cost per ton of collecting and processing recyclables in your community?**
- **How would program costs change by adjusting collection frequency or collecting a new commodity?**
- **What impact would increased participation have on the cost-effectiveness of your recycling program?**

After entering community-specific data about current MSW and recycling practices into the calculator, managers arrive at summary statistics about their current programs. By adjusting one or more of the variables and rerunning the calculator, recycling managers can see how program costs and other factors change. The tool enables users to test different scenarios and offers side-by-side comparisons of results, including estimates of changes in cost associated with waste versus recycling collection.

The Residential Recycling Program Calculator, along with success stories and advice for improving recycling program economics, is available on EPA's Tools for Local Governments Web site at [www.epa.gov/epawaste/conserve/tools/localgov/assess](http://www.epa.gov/epawaste/conserve/tools/localgov/assess).

## EPA Debuts New Paper Recycling Web Site

Paper and paperboard products, including newspapers, magazines, cardboard boxes, and office paper, constitute about 33 percent of MSW in the United States. Organizations can make a significant impact on the MSW stream by focusing on paper recycling. EPA recently created a new paper recycling Web site to consolidate basic information, frequently asked questions, and links to case studies and other resources focused on paper recycling. The site features information about papermaking, paper technologies, benefits of paper recovery, markets for recovered paper, and source reduction opportunities. This collection of materials is suited for a broad audience, ranging from paper industry representatives and municipal recycling coordinators to teachers, students, and the general public.

To visit the paper recycling Web site, visit [www.epa.gov/paperrecycling](http://www.epa.gov/paperrecycling).

## Welcoming New WasteWise Members

WasteWise continues to grow; 217 members joined the program and met initial partner reporting requirements between August 2007 and August 2008. This brings the total number of partners and endorsers to more than 2,100.

EPA's WasteWise program welcomes its new members and applauds their commitment to join existing members in preventing waste, improving recycling efforts, conserving energy, and reducing GHG emissions.

AAS/PMH – Pitney Bowes  
Marketing Svc.

ACCION International

Aiki Homes

AIT Worldwide Logistics

Alliance for Sustainable Colorado

AmericanBuilderSurplus.com

Anderson University

Arnold & Porter, LLC – New York, NY

Arnold & Porter, LLC – Northern Virginia

atLarge, Inc.

Atlas Watersystems, Inc.

Augusta Savage Fells Institute of  
Visual Arts

Avita, Inc.

Back River Music Works

Backbone NYC

Bally's Hotel and Casino

BASF Catalysts

Beveridge & Diamond, PC

Bluegrass Supply Chain Services

Boston Barricade Company, Inc.

Boston Green Tourism

Boxercraft

Brown & Winters

Buddy Products

Bumpers Plus

Burnham Brown

California Recycles, Inc.

Carousel Center Company, L.P.

Cartridge World Bedford

Cartridge World of Valdosta

CB Richard Ellis

CB Richard Ellis – Minneapolis

CertainTeed – Fence/Railing/  
Deck Division

CertainTeed Gypsum

Chadbourne & Parke LLP

Chehalis Power

The Childrens Earth Foundation

Church Hill Classics

City of Coweta

City of Dunedin – Solid Waste Division

City of Goodlettsville

City of Palm Bay

City of Springfield, IL – Division of  
Waste & Recycling



Color-Ad Signs and Exhibits

Command Packaging

Community Blood Bank

Community Greenhouse  
Foundation, Inc.

ConservaPrint.com

Cornhusker Bank

Corporate Distribution Limited, Inc.

Corporate Waste Consulting

Crescent Moon Snowshoes, Inc

Crossroads Sign & Graphic

Cuddy & Feder LLP

Dade Paper

Daley & Heft, LLP

Davis, Polk & Wardwell

Del Mar Fairgrounds

Dickinson, Mackaman,  
Tyler & Hagen, P.C.

Doerner, Saunders,  
Daniel & Anderson, L.L.P.

E SCRAP OHIO

E.L. Harvey & Sons, Inc.

EarthSmart Recycling Solutions

Ecology Solutions ofTX, Inc.

ECRM

Edward Jones Investments –  
Office of Kelly Ross

Emerald City Graphics

Everyday Environment Inc.

Exel – Hebron

Exel, Inc. – Parlin, NJ

Exel, Inc. – Washington, WV

Farella Braun + Martel LLP

FedEx Ground

Fetter Printing Company

Finite Resources, LLC

Fitzgerald Auto Malls

Flipswap, Inc.

FormFast, Inc.

The Forum

Freightliner Custom Chassis  
Corporation

FX Design Group, LLC

G-Squared Group

Georgian Court University

Gibbes Burton, LLC

Global Medical

Golden Age Enterprises, LLC

Goochland County

Graham Magnetics, LP

Grand Canyon, North Rim, LLC.

Grand Hyatt New York

Green Wave Computer Recycling

Greenville Tube Company

Greenworks Recycling Group

Gulf Coast Filters, Inc.

Guy Brown Products

Hallsmith Sysco

Harris Teeter, Inc.

Honigman Miller Schwartz &  
Cohn LLP

HOPE Family Enterprises, LLC

Hopping Green & Sams, P.A.

Horack Talley, P.A.

Hunt Hosted Solutions

Hyannis Country Garden Inc.

Hyatt Regency Hill Country

# NEW WASTEWISE MEMBERS

## Qwest Field and Qwest Event Center

Recycle For Life, Inc.

Recycle Rubber Right, Inc.

Re-Manufacturing Technologies, Inc.

Renewable Ener-G Solutions Technology

Rent a Green Box

Ringwood Recreation and Recycling

RMS Communications, Inc.

RoomService Amenities

Sam's Club

Sandia National Laboratories –  
California

SaveThat Stuff, Inc.

SBM Site Services

Schroeter Goldmark & Bender

SCI Engineering, Inc.

Shalom Denver

Sierra Nevada Brewing Co.

The Sketchley Law Firm, P.A.

South Carolina Green Projects &  
Consulting

SRI Surgical

St. John's University

St. Julien Hotel & Spa

Stonewall Kitchen

Superior International Exchange  
Company

Svorinich & Associates, Inc.

Tech Waste

TechTarget

Teledyne Isco

Tennessee Department of Correction

Tetra Tech EMI

Timbron International

TotTurf

Two C Pack Systems

U.S. Department of Agriculture

U.S. Foodservice – Fort Mill Division

UHG Consulting

United Airlines

United Technologies Corporation

University of Massachusetts –  
Dartmouth

University of Massachusetts  
Medical School

USDA Forest Service – Region 9

Vane Line Bunkering, Inc.

Vertex Pharmaceuticals

Victor Insulation

Victory Electronics, Inc.

Voyageur Canoe Outfitters

Waste Management of Central  
Massachusetts

WasteNot Solutions

Watch Battery Solutions

We-Avail

Whole Foods Market,  
Northeast Region

William Paterson University

Wilson, Sonsini, Goodrich & Rosati

World Marketing – Dallas

Worldwide Recycler, LLC

Yorkshire Paper Corp

YWCA of Greater Atlanta

# Partner Spotlight

## U.S. Postal Service: Delivers a Cleaner Environment

The U.S. Postal Service (USPS) delivers mail to millions of homes and businesses across the country. With more than 38,000 facilities nationwide, waste reduction is no easy feat. Yet USPS continues to find new ways to cut waste, boost recycling, and reduce GHG emissions—while generating \$7.5 million in revenue on average each year from recycling alone.

### A Longstanding WasteWise Partner

USPS has participated in WasteWise since 1997. For the past nine years, various USPS facilities have won the WasteWise Federal Government Partner of the Year award. In 2007, USPS launched a campaign to enroll all 80 USPS Districts in the WasteWise program and to encourage facilities within each District to actively participate. In July 2008, USPS completed enrollment of all 80 Districts.

In 2007, USPS partners reused or recycled nearly 211,000 tons of materials, including mixed paper, cardboard, plastics, metals, tires, and re-refined motor oil. Postal vehicle fleets operate with re-refined motor oil and purchase retreaded tires. The USPS mail delivery routes have been streamlined to cut fuel and labor costs. Even USPS internal information systems have adapted by using electronic forms for tracking memos, reports, expenses, and timesheets.

USPS recently launched a pilot program in 10 major U.S. markets that enables customers to recycle small electronics free of charge. Customers can mail, at no charge, used personal digital assistants (PDAs), digital cameras, MP3 players, cell phones, and inkjet cartridges back to manufacturers. Manufacturers then reuse, refurbish, or recycle the products and their components. This USPS initiative also provides customers with mail-back opportunities to ensure proper management of spent compact fluorescent light bulbs.

**“USPS has been a big supporter of this (the WasteWise) program with our Northeast Area and the Alabama District leading the way over the years. Now with the enrollment of all our Districts, we are well positioned to achieve our corporate environmental and sustainability goals and also reduce our greenhouse gas emissions.”**

Asif Ansari Program Lead  
WasteWise, U.S. Postal Service



## USPS Buy-Recycled Program Closes the Loop

In addition to buying retread tires and re-refined motor oil, USPS purchases more than \$200 million worth of products containing recycled content each year. These products include packaging, envelopes, and postcards. For example, Express Mail and Priority Mail boxes and envelopes contain 100 percent recycled content.

Each year, customers mail back 80 billion pre-addressed envelopes for credit card applications, donations, invitations, and bills. In 2008, USPS approved the use of ecoEnvelopes™ (envelopes designed to be reused as their own return envelopes). The envelopes are manufactured with paper made from sustainably managed forests and contain up to 100 percent recycled content.

Further, USPS is the first shipping company awarded “Cradle to Cradle”<sup>SM</sup> certification for packaging by McDonough Braungart Design Chemistry. Based on the recycled content of its packaging alone, USPS prevents 15,000 metric tons of carbon equivalent emissions annually.

## USPS WasteWise Partners

The number of participating facilities is indicated for each partner.

Alabama District (638)

Alaska District (15)

Albuquerque District (15)

Appalachian District (250)

Arizona District (12)

Arkansas District (1)

Atlanta District (12)

Baltimore District (250)

Bay-Valley District (87)

Bay-Valley District Vehicle Maintenance Facilities (4)

Big Sky District (7)

Capital District (175)

Caribbean District (2)

Central Florida District (12)

Central Illinois District (659)



Central New Jersey District (3)	Greensboro District (273)
Central Pennsylvania District (300)	Hawkeye District (9)
Central Plains District (12)	Headquarters (1)
Chicago District (95)	Honolulu District (1)
Cincinnati District (300)	Houston District (3)
Colorado-Wyoming District (19)	Kansas City (MO) Vehicle Maintenance Facility (1)
Columbus District (300)	Kentuckiana District (300)
Dakotas District (2)	Lakeland District (10)
Dallas District (57)	Long Island District (3)
Detroit District (182)	Los Angeles District (86)
Duluth Vehicle Maintenance Facility (1)	Louisiana District (8)
Eastern Area Vehicle Maintenance Facilities (49)	Memphis Southeast Area Headquarters (1)
Erie District (250)	Mid-America District (26)
Fort Worth District (6)	Mid-Carolinas District (181)
Gateway District (810)	Mississippi District (7)
Greater Indiana District (697)	Nevada-Sierra District (5)
Greater Michigan District (571)	New York District (3)
Greater South Carolina District (275)	New York Metro Area Vehicle Maintenance Facilities (16)



North Florida District (19)

Northeast Area (3141)

Northern Illinois District (268)

Northern New Jersey District (6)

Northern Ohio District (300)

Northern Virginia District (120)

Northland District (16)

Oklahoma District (41)

Omaha Vehicle Maintenance Facility (1)

Philadelphia Metropolitan District (300)

Pittsburgh District (300)

Portland District (18)

Richmond District (25)

Rio Grande District (5)

Sacramento District (40)

Sacramento District Vehicle Maintenance Facilities (5)

Salt Lake City District (10)

San Diego District (32)

San Francisco District (157)

Santa Ana District (78)

Seattle District (16)

Sierra Coastal District (103)

South Florida District (148)

South Georgia District (10)

South Jersey District (150)

Southeast Michigan District (179)

Southwest Area Office (1)

Spokane District (7)

St. Louis Processing & Distribution Center (1)

Suncoast District (16)

Tacoma Vehicle Maintenance Facility (1)

Tennessee District (18)

Triboro District (5)

Westchester District (2)

Western Area Office (1)



# Snapshots from the Field

## American Bar Association: Law Offices Tackle Paper Recycling Through Climate Challenge

Law offices tend to use significant amounts of paper, leading to a large carbon footprint because the production and disposal of paper uses substantial amounts of energy and generates significant quantities of GHG emissions. In March 2007, the American Bar Association (ABA) partnered with WasteWise to reduce waste, conserve energy, and reduce GHG emissions associated with law offices nationwide.

Through the ABA–Law Office Climate Challenge, law offices agree to join at least one of the following three EPA partnership programs: WasteWise, Green Power Partnership, or ENERGY STAR®. Each law office that registers with the WasteWise program submits a plan for office paper management that meets at least two of three best practices: (1) ensuring that 90 percent of all types of paper products purchased have at least 30 percent post-consumer recycled content, (2) recycling at least 90 percent of discarded mixed office paper, and (3) instituting a policy of double-sided printing and copying for drafts and internal documents. The law offices are encouraged to submit an annual report to WasteWise to quantify their results.

To date, more than 70 law offices have signed on as WasteWise members, reinforcing the legal profession's commitment to waste prevention, recycling, and climate change.



More information on the ABA–Law Office Climate Challenge is available at <http://www.abanet.org/environ/climatechallenge/wastewise.shtml>.

## Webcor Builders: Deconstructing Construction and Demolition Debris

Construction and demolition (C&D) debris consists of materials such as concrete, gypsum, wood, and metals that are generated during the construction, renovation, and demolition of buildings, roads, and bridges. Buildings alone account for 60 percent of total material flow in the United States (excluding food and fuel) and 33 percent of the solid waste stream. Reducing, reusing, and recycling C&D materials conserves landfill space, reduces the environmental impact of producing new materials, creates jobs, and saves money through avoided purchase and disposal costs.

Webcor Builders, a large construction company with offices throughout California, is consistently ranked among the Top 400 General Contractors by Engineering News-Record and earned a spot on the Forbes 500 list of largest privately owned companies. In November 2006, Webcor developed a Sustainability Department with a commitment to incorporate environmental awareness and efficiency into its business processes and practices. Webcor joined WasteWise in 2007 and has demonstrated innovation and commitment to waste reduction in the construction industry.



The company reports a construction waste diversion rate ranging from 75 to 95 percent by volume and reuses everything from jobsite trailer furniture to excess construction materials. By working closely with local charities, Webcor donates materials it no longer needs to be reused; if the products cannot be reused, they are recycled. For example, during the construction of the Letterman Digital Arts Center, a 23-acre campus with a 17-acre public garden, more than 80 percent of the building materials from the hospital that was demolished at the site were recycled or reused in the new construction project. This included more than 100,000 tons of concrete; 10,000 tons of steel, copper, and other metals; and asphalt from the hospital's parking lot. By constructing an onsite batch plant, Webcor was able to manufacture more than 90,000 yards of concrete onsite, thus reducing truck traffic and transportation emissions and conserving natural resources. In addition, Webcor's use of a high-percentage fly ash concrete mix reduced the use of raw materials and diverted fly ash from landfills.

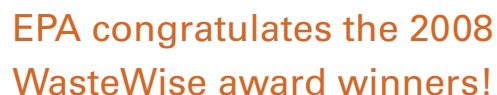
Webcor is committed to educating the next generation of green builders. The company supports a broad spectrum of educational programs at local high schools and junior colleges, labor/trade organizations, and universities.

## Las Vegas Convention and Visitors Authority: Put Your Money on Recycling

According to the American Hotel & Lodging Association, the average hotel generates up to 30 pounds of waste per room each day. For Las Vegas' 1,000-room hotels filled with visitors 365 days a year, comprehensive waste prevention and recycling programs can have a large impact on reducing the waste that goes to landfills and simultaneously mitigate GHG emissions. Through its partnership with a local waste management company, the Las Vegas Convention and Visitors Authority (LVCVA) is working to increase the recycling rate for cardboard, paper, plastic, and other materials.

The LVCVA recycles materials collected from exhibit halls and meeting rooms, as well as motor oil, antifreeze, paint thinner, and tires. As a result, the organization has achieved a 50 percent recycling rate for all of its events. For example, at a recent 130,000-person event, the LVCVA was able to recycle 14 tons of cardboard, 22 tons of carpeting, 24 tons of plastic, 10 tons of paper, 7 tons of metal, and 5 tons of wood. Other initiatives include buying recycled-content paper products and offering opportunities for electronic communication to reduce paper use.

# 2008 Award Winners



sustainable, outstanding waste prevention and recycling achievements and have won multiple WasteWise awards.

The Los Angeles Unified School District (LAUSD) consists of 1,072 schools and centers in the Los Angeles, California, area with approximately 700,000 students and 84,000 employees. LAUSD continually strives to improve its waste prevention and recycling activities and has won seven WasteWise awards, including six Partner of the Year awards, since joining WasteWise in May 1999.

Also, LAUSD sells obsolete equipment and supplies at public auctions, resulting in nearly 500,000 pounds of avoided disposal and savings of more than \$11,000 in 2007.

In a renewed commitment to reduce the amount of waste sent to landfills, LAUSD recently adopted a new waste and recycling goal—to reduce the amount of waste it sends to landfills by 70 percent by 2020. To reach this goal, LAUSD is working with the City of Los Angeles, which is providing recycling containers for each school at no cost, to make the school recycling program consistent with the city's.

LAUSD initiated several outreach programs with city and state groups including the Los Angeles Department of Public Works (DPW) and California Integrated Waste Management Board (CIWMB). LAUSD distributed mixed paper recycling boxes with the WasteWise logo to schools and offices and 6-gallon recycling containers for classrooms. Its WasteWise promotional activities included posting the district's WasteWise Climate Profile on LAUSD's Office of Environmental Health and Safety Web site and meeting with staff from the City of Los Angeles and other cities, CIWMB, Los Angeles Conservation Corps, DPW, and suppliers to discuss new technologies, ideas, and programs for waste prevention and recycling.

### United States Postal Service – Alabama District

The Alabama District of the USPS has 710 facilities with more than 10,000 employees. To date, the Alabama District has received nine WasteWise awards, including five Federal Partner of the Year awards.

The Alabama District demonstrates an exceptional level of involvement in the WasteWise program, having participated in every WasteWise conference and regional meeting since 1999. The District also strives to educate employees in every Alabama facility about WasteWise.

Through its participation in WasteWise, the Alabama District has reduced waste by more than 75,000 tons over its nine years as a partner. This reduction was achieved without direct funding or work hours allocated to recycling efforts. Instead, the program is integrated into normal business processes that generated more than \$152,700 in revenue in 2007.

Since the inception of its program, the Alabama District has visited schools throughout the state to educate students about recycling and distributed creative promotional items encouraging recycling, such as pencils made from undeliverable mail. The District also handed out peanuts as part of its “Protecting Our Environment for Peanuts,” campaign, an effort to convey the message that recycling does not have to be a big expense.

Postmasters and managers in the Alabama District participate in local events including community founder days, Earth Day events, and other activities to encourage recycling and waste prevention.

In addition to its public outreach efforts, the Alabama District encourages green procurement practices including purchasing recycled-content products. Flat tubs and trays previously constructed of cardboard are now being replaced with HDPE plastic; canvas sacks and pouches are being replaced with polypropylene products; and hampers constructed of metal and canvas are being replaced with PET/HDPE plastic, as are wooden pallets.

The Alabama District’s waste prevention and recycling efforts also include increased use of electronic communication; recycling of fluorescent lamps, batteries, toner cartridges, and cell phones; and expansion of shrink-wrap recycling.



# Partners of the Year

The Partner of the Year and Endorser of the Year awards recognize the organization in each category with the best overall waste reduction achievements for the year

## Endorser of the Year

### Massachusetts Department of Environmental Protection

In 2002, Massachusetts was the first state to sign an agreement with EPA to incorporate WasteWise at the state level. The Massachusetts WasteWise Program has 83 partners, 21 of which were added in 2007. With the state's recycling coalition endorsing the program, WasteWise reaches Massachusetts's 351 cities and towns. The Massachusetts program, coordinated through the state's Department of Environmental Protection, promotes WasteWise through municipal workshops, business associations, and the newly launched Web page at [www.mass.gov/dep/recycle/reduce/wastewise.htm](http://www.mass.gov/dep/recycle/reduce/wastewise.htm). The Massachusetts WasteWise Program hosts forums twice a year, with attendance averaging 65 current and prospective members. The Massachusetts program is planning to develop a technical assistance program to help with green purchasing recommendations, waste audits, and contracting assistance.

## Partner of the Year

### Large Business: Steelcase Inc.

As a global leader in office furniture manufacturing, Steelcase Inc. is committed to meeting its sustainability goals through innovation. In 2007, Steelcase purchased new counterweights made from 95 percent reclaimed steel mill slag, which previously had been sent to landfills, and changed the way it packs and ships bulk laminate tops, reducing the amount of packaging used in its operations. The company also transitioned to a more sustainable pre-paint washer chemical system at two of its manufacturing facilities, saving more than \$1 million in the first year. Training has become an important part of meeting sustainability goals for Steelcase. To date, 140 members of its sales team have been trained on sustainability concepts, and the company reused, donated, or recycled more than 100,000 pounds of computer equipment in 2007. In addition to internal sustainability improvements, Steelcase customers can take advantage of the company's new eco-lease purchasing program, where customers select from Steelcase's Cradle-to-Cradle certified products for a predetermined lease. At the end of the lease period, customers choose either to purchase or return the products to be remarketed.





### Nonprofit: **Bronson Healthcare Group**

For more than 12 years, Bronson Healthcare Group, a healthcare system serving southwest Michigan and northern Indiana, has focused on reducing its facilities' environmental impact through innovative programs for waste reduction and pollution prevention. The nonprofit group created an education program to share green initiatives with staff, communities, and other hospitals and healthcare organizations. Internally, Bronson created a computer-based learning module on environmental sustainability that all staff must complete annually. A Green Team was created to implement a recycling program in the cafeteria, kitchen, and retail areas. Bronson also promotes WasteWise and the importance of environmental responsibility to the community by staffing exhibit booths at local health fairs and mentoring other facilities to improve waste prevention and recycling within the healthcare industry.

### State Government: **Tennessee Department of Environment & Conservation/Office of Environmental Assistance**

A partner since 1998, the Tennessee Department of Environment & Conservation/Office of Environmental Assistance (TDEC) implements and promotes recycling efforts throughout the state. TDEC's outreach efforts include promoting WasteWise to 57 colleges and universities across the state. TDEC has placed a dozen recycling trailers at various state parks and colleges and greatly expanded its waste prevention and recycling operations to include recycling containers in over 100 facilities.

More than 1.59 million pounds of mixed office paper and 9,160 pounds of aluminum cans and plastic bottles were collected in 2007 from the State Employee Recycling Program, avoiding more than \$23,900 in disposal costs from the paper recycling alone.

### Local Government: **Kitsap County, Washington**

Since joining the WasteWise program in 1999, Kitsap County, Washington, has achieved exemplary results from its waste reduction activities. For example, by reusing 2,700 tons of road sand for maintenance of highway shoulders and reusing 7,400 tons of asphalt for patch work, the county avoided costs of more than \$82,000 associated with purchasing new materials in 2007. Other waste reduction efforts include an initiative to stop unwanted mail, a surplus swap to maximize reuse of office supplies and minimize the purchase of new office supplies and furniture, and implementation of an electronic filing system for court appeals at the county assessor's office. In 2007, Kitsap County established a clear and concise tracking system for garbage and recycling in all county facilities. In addition, the Board of County Commissioners adopts waste reduction goals each year as part of its WasteWise initiatives.



### College/University: **Eastern Illinois University**

Eastern Illinois University is an academic institution with a strong dedication to reducing its environmental footprint. In 2007, the university, as part of its waste prevention and recycling program, reused twelve and a half tons of yard waste made into mulch or compost for campus beautification. The university also sponsors a program to collect unwanted furniture when students move out in the spring and then makes these items available for purchase by students in the fall. All proceeds from the furniture resale are donated to charity. Other efforts include collecting Freon, automobile and other batteries, and refurbishing and reusing pallets. Eastern Illinois University increased its recycling rates for mixed metals and plastics by 115 percent over the previous year's collection rates.

### Midsize Business: **NEC Electronics America, Inc. – Roseville Facility**

In fiscal year 2007, NEC Electronics America, a leading provider of semiconductor products in the Americas, diverted 1.3 million pounds (84 percent) of solid waste from landfills at its semiconductor manufacturing facility in Roseville, CA, avoiding \$51,000 in disposal costs. In addition to these savings, the company generated \$507,494 in revenue through its recycling activities in 2007. Waste prevention efforts at the facility, including a packaging reuse program, saved the company more than \$600,000. Outreach efforts included participation in a community e-waste collection and recycling day and a creek

cleanup day, promotion of WasteWise at industry conferences, and promotion of WasteWise and environmental conservation on an employee intranet site. Internal efforts at NEC Electronics America included switching to compostable tableware in its cafeterias and starting an onsite composting project.

### Small Business: **Accent Construction, LLC**

Accent Construction is a full-service commercial general contractor focused on providing an environmentally friendly atmosphere for the tenants of their office buildings and medical facilities. Since becoming a WasteWise partner in 1999, Accent Construction has diverted 500 tons of C&D waste from local landfills. In 2007, the company and its subcontractors diverted 68 percent, or 150,000 pounds, of waste from landfills through donation and recycling efforts. Accent bolstered its recycling initiative by adding labels to recycling totes in both English and Spanish; providing training to increase the understanding and participation of its workforce; applying WasteWise and U.S. Green Building Council logos to signage at work sites; and partnering with a new hauler to take clean drywall to a company that will use it as a soil amendment. Accent also developed a green marketing campaign to educate the local building community about waste prevention, recycling, and reuse opportunities.



## Very Large Business: **Limited Brands, Inc.**

Limited Brands, Inc., a WasteWise partner since 2004, is a large specialty retailer that sells women's intimate apparel, beauty and personal care products, and accessories through the trade names Victoria's Secret, Pink, Bath & Body Works, C.O. Bigelow, La Senza, White Barn Candle Co., and Henri Bendel. In 2007, Limited Brands diverted from landfills more than 83 percent of all waste materials processed through its Columbus, OH, distribution centers, recycling 65 percent and reusing almost 19 percent. The company's distribution centers have partnerships with nonprofits to donate their materials, with 10 tons donated in 2007.

The company increased its use of recycled-content paper and Forest Stewardship Council-certified paper in its catalogs, marketing materials, and annual reports. In addition, Limited Brands reduced the number of printed copies of its annual reports by delivering the majority electronically. In 2007, the company's recycling and reuse efforts prevented more than 15,200 tons from going to the landfills. This avoided more than \$1.7 million in landfill disposal costs and increased overall revenue by \$12.3 million from increased recycling efforts.

## Federal Government: **U.S. Postal Service – Dallas District**

The Dallas District of the U.S. Postal Service worked to develop new recycling centers and back-haul facilities and expanded its existing recycling programs in 2007. More than 7,400 tons of paper was recycled due to the increased efforts. The Dallas District also focused on purchasing products that contain recycled materials, such as paper, retreaded tires, and re-refined motor oil. Expanding employee education about WasteWise initiatives remains a priority for the Dallas District, which developed and implemented training on pollution prevention and recycling programs for its maintenance personnel. Total avoided costs from recycling and waste prevention in 2007 topped \$1.3 million.



# Gold Achievement

WasteWise recognizes partners with the greatest achievements in the following areas.

## Recycling in the Workplace: **Raytheon Company**

Raytheon Company's Integrated Defense Systems (IDS), a WasteWise partner since 2002, is one of six major Raytheon businesses, operating 18 facilities employing 13,500 people worldwide. IDS provides sophisticated electronic components, large integrated systems for undersea and surface applications, and land-based systems for international and domestic customers. Raytheon IDS New England recently transitioned from a standard waste management contract to a resource management contract and reached a record overall recycling rate of approximately 67 percent in 2007. Key company initiatives include facility site visits to identify ways to improve waste prevention and recycling activities, development of quarterly and annual reporting metrics to evaluate the efficiency of resource management, and establishment of a new employee training program. The company leased 221 tons of computers that will be refurbished and sold at the end of the lease. Raytheon IDS also provided eco-friendly compostable tableware for "zero-waste" employee luncheons and eco-friendly custodial products as part of its commitment to purchase recycled-content and sustainable

products. In 2007, the company's efforts generated recycling revenues of nearly \$2 million and an estimated cost avoidance exceeding \$300,000.

## New Partner: **Matterhorn Nursery, Inc.**

Matterhorn Nursery, Inc. provides quality grown plants, horticultural education, supplies, and resources to its customers. In its first year as a WasteWise partner, Matterhorn has made great progress with its waste reduction program. Beginning in August 2007, Matterhorn's recycling efforts have included collecting and managing mixed paper and cardboard, bottles and cans, and organic waste from the nursery retail and growing operations. By diverting these recyclable materials from the waste stream, the company saw costs for waste disposal drop to less than \$200, compared to \$3,600 the previous year. Matterhorn is working with its county solid waste management authority and other local industry professionals to develop a system for recycling agricultural plastics. Outreach efforts by Matterhorn include educating customers by providing bilingual recycling information; distributing an electronic newsletter with ideas to reduce, reuse, and recycle; and hosting a festival that features community organizations involved in environmental stewardship.





## Organic Material Reduction: **Rutgers, The State University of New Jersey**

A WasteWise partner since 1997, Rutgers, The State University of New Jersey encompasses 820 buildings, more than 6,000 faculty and staff, and 42,000 students. In 2007, the university recycled or reused almost 16,000 tons of materials. The university has taken a leadership role in reducing the amount of food and organic waste it sends to landfills. Rutgers reduced the volume of food waste sent to landfills by using a pulping/dewatering machine to extract the moisture from 3,800 tons of food waste. The remaining food pulp was recycled as cattle feed at a local farm. Food waste management helped Rutgers reduce operational, maintenance, and hauling costs; decreased storage space needed; and avoided more than \$200,000 in landfill costs. Rutgers also is educating other universities on its successful strategy for reducing organic waste through participation in RecycleMania and sharing WasteWise successes through campus radio, television, printed media, and mailings.

## Employee Education: **Delta Air Lines, Inc.**

Delta Air Lines' operation in Atlanta, GA, employs nearly 25,000 people, and all of them have a hand in the success of the company's recycling efforts. Delta recognizes the important role employees played in the success of its three recycling programs started in 2007. On June 1, 2007, Delta implemented an in-flight recycling program for all domestic flights into Atlanta. To ensure the program's success, the company emphasized education of flight attendants and flight crews through signage

in flight attendant lounges, electronic updates, shift briefings, monthly statistics, and senior management endorsement. Delta also targeted passengers through an in-flight video showing passengers how to help Delta sort recyclables for onboard collection. Other programs implemented in 2007 include a recycling center for Delta employees to drop off household recyclables and a partnership with carpet manufacturer Mohawk Aviation Carpet to implement a permanent aircraft carpet collection and recycling program. These efforts were accompanied by a strong educational component involving distributing information through emails, voicemails, story boards, and new operating procedures. Delta's recycling programs diverted almost 175 tons from landfills, avoiding nearly \$8,000 in landfill costs and generating almost \$115,000 in recycling revenues, \$80,000 of which was donated to Habitat for Humanity.

## Public Venue Recycling: **Seven-Star, Inc.**

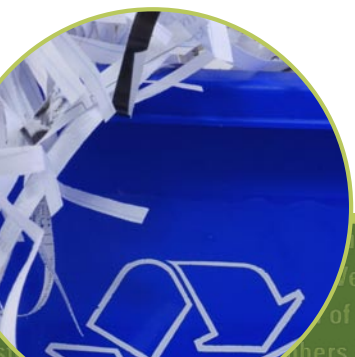
Seven-Star Inc., a 23-employee company, provides operation, booth sales, and production support to "Green Festivals" in four U.S. cities. Green Festivals educate consumers on environmentally and socially responsible alternatives in the marketplace, while promoting businesses and other



organizations that exemplify the principles of environmental stewardship. Exhibitors and vendors at Green Festivals receive detailed instructions on waste prevention and recycling before and during the event. At the event, volunteers support attendees' use of resource recovery stations. Because of the expertise of Seven-Star, the 2007 San Francisco Green Festival reported a record 41,000 attendees while achieving a 98 percent waste diversion rate.

### Paper Reduction: Damascus Elementary School

A WasteWise partner since 2005, Damascus Elementary School in Salem, OH, has reduced its paper use and disposal and implemented new procedures for reuse of shredded paper. By printing double-sided; reusing paper for scratch pads, art projects, and homework sheets; and using electronic correspondence, the school reduced its annual use of paper by 18,150 pounds. When the amount of shredded paper grew to be more than its vermicompost bins could hold, Damascus Elementary implemented a more effective reuse program for its shredded paper by diverting it to the township drop-off site. The paper is then made available to local farmers to use as animal bedding and to retailers for use in shipping packages, as an alternative to polystyrene peanuts.



### Industrial Materials Recycling: DTE Energy

In 2007, the power company DTE Energy and its major subsidiaries, Detroit Edison and MichCon, adopted an innovative materials recovery strategy focused on deconstruction. DTE developed alliances with contractors to recover industrial materials instead of using standard demolition practices. Through deconstruction efforts at New Hudson, MI, and Trenton Channel, MI, DTE helped reuse and recycle more than 9 million pounds of industrial materials. From the deconstruction site in New Hudson, 99.9 percent of the building materials were reused or recycled, including transplanting the landscape vegetation. The deconstruction was competitive economically with demolition and produced more than \$35,000 in scrap value. The Trenton Channel deconstruction project bid 20 percent lower than demolition and diverted 93.8 percent of building materials from landfills through reuse and recycling. In addition, DTE Energy recycled more than 23 million pounds of industrial material and more than 269 million pounds of combustion byproducts overall in 2007.

### Climate Change: Subaru of Indiana Automotive, Inc.

A WasteWise partner since 2004, Subaru of Indiana Automotive, Inc., (SIA) in Lafayette, IN, has worked to reduce its environmental impact and improve the sustainability of its operations. In 2007, SIA focused on reduced GHG emissions achieved from waste prevention and recycling initiatives. SIA highlighted reusing packing components for shipping parts to and from Japan; reducing the amount of scrap steel by adjusting

the stamping press and customizing the length of the steel coil by part size; and reusing wooden pallets, oil, absorbents, and solvents. SIA's 2007 waste prevention practices reduced its GHG emissions by more than 6,900 metric tons of carbon equivalent (MTCE). SIA also recycled 99.8 percent of waste generated from the manufacturing process, which resulted in an additional reduction of GHG emissions by 12,513 MTCE. With the implementation of other energy reduction programs, SIA saved a total of 25,435 MTCE in 2007. SIA shared waste prevention and recycling ideas with more than 50 companies who contacted the manufacturer as a result of Subaru television commercials about environmental stewardship.

## Community Involvement: **Genzyme Corporation – Massachusetts**

A WasteWise partner since 2001, Genzyme Corporation – Massachusetts, a biotechnology company, is using its waste prevention and recycling efforts to benefit the local community. During 2007, Genzyme sent 14,300 pounds of reusable materials to hospitals, homes, and institutions in need, through the Institution Recycling Network and encouraged the network to participate in the WasteWise program. Genzyme donated more than \$1,000 in computer credits and \$2,400 in recycling revenue to support a variety of causes, including a local youth club and creek restoration project. In addition, Genzyme reused more than 72,000 tons of soil from the construction site of its new manufacturing facility for structural fill on a local golf course, asphalt batching, and landfill cover.

## Packaging Reduction: **Krueger International, Inc.**

Krueger International, Inc. (KI), an employee-owned manufacturer of non-wood office, institutional, healthcare, and commercial furniture, is committed to waste minimization and improving its environmental performance. Waste reduction efforts in 2007 focused on incoming supply and product packaging, customer packaging, office paper, and the use of recycled materials and components in final products. By using reusable plastic totes, shrink wrapping, blanket wrapping, and product racking, KI and its suppliers helped reduce the amount of packaging materials used in shipping. By reducing or recycling materials, KI diverted more than 505,000 pounds from disposal in 2007.



# Honorable Mention

## Small Business: **Exel Inc.**

Exel Inc., based in Lockport, NY, provides contract logistics and freight management for more than 90 percent of the world's Corian® countertop material. A WasteWise partner since 2004, Exel reused almost 1.75 million pounds of wood pallets, saving more than \$275,000 in 2007. The company also recycled 53,000 pounds of damaged Corian® sheet material.

## Employee Education: **Guardian Automotive Trim, Inc. – Evansville Plant**

Guardian Automotive employs 580 people at its Evansville, IN, facility, a plastic and decorative automotive trim manufacturing plant. In 2007, the company reduced landfill waste by 130 tons, disposing of 20 percent less waste than in 2006. Before its International Organization for Standards (ISO) 14001 Environmental Management Standard surveillance audit, the company organized employees into teams who competed for three weeks in green-themed activities.

## Public Venue Recycling: **Port of Portland, Portland International Airport**

Oregon's Portland International Airport has offered recycling at trash bin locations in terminals and food courts since 1999. A WasteWise member since 2006, the airport diverts more than 700 tons of waste each year, with food waste accounting for 150 tons. In late 2007, the airport purchased 58 new recycling bins for the parking garage and passenger pick-up and drop-off areas to facilitate additional recycling.

## Industrial Material Recycling: **Webcor Builders**

Webcor Builders, a WasteWise partner since 2007, is a general contractor for commercial construction and has nearly 500 employees in six California offices. Since 2005, Webcor has built 2 platinum, 11 gold, 5 silver, and 4 certified buildings under the Leadership in Energy and Environmental Design (LEED) program. In 2007, Webcor diverted an average of 70 percent of construction waste at five building construction sites.







WasteWise (5306P)  
EPA530-R-08-015  
[www.epa.gov/wastewise](http://www.epa.gov/wastewise)  
December 2008



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